



Presentation of 1Q23 results Capital Markets Day

1 June 2023

Empowering our clients by delivering “Investment as a Service”



Disclaimer regarding forward looking statements

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huddlestock

Rapidly growing
provider of wealth

Huddlestock Fintech

*Empowering our clients by delivering
“Investment as a Service”*



Øyvind Hovland
Chairman



John E. Skajem
Group CEO



Leif Arnold Thomas
CCD & IR



Highlights in 1Q 2023

- **Q1 2023 Consolidated Group Revenues of NOK 16.600.000**
 - Compared to Q1 2022 of NOK 9.100.000
 - Year over year growth of 183%
- **Q1 2023 Proforma* Group Revenues of NOK 25.300.000**
 - Compared to Q1 2022 of NOK 9.100.000
 - Year over year growth of 278%
 - Q1 Proforma Recurring Revenue in Q1 2023 of NOK 9.5 million
- **Winning new clients, growing existing mandates;**
 - Huddlestock enters the pension market through the acquisition of Dtech, by providing technical solutions for the pension providers Trading and Asset Management technology
 - Received ownership approval for the acquisition of Trac Services AS from the Norwegian financial regulator – Finanstilsynet. The acquisition was completed at the end of March
 - As part of Huddlestock's agreement to acquire Trac Services and Tracs Technology, Njord Group made an additional investment of NOK 5,000,000 at NOK 2,60 per share
 - Huddlestock Solutions wins attractive mandates with external clients – fully booked for 2023
 - Consulting Division extends several current mandates, outlook is stabile
 - German market has been somewhat affected with the global slowdown, but now show signs of up-tick
 - **Completion** of acquisition of Dtech, Trac Services and Tracs Technology while Bricknode closed 4th April 2023
 - Attracting **new products and new clients**
 - **Continue to shift to internal resources**



*Proforma revenues include Trac Services, Tracs Technology, Dtech and Bricknode from 1st January 2023.

Highlights after the close of Q1 2023

- **Winning new clients with added products for new mix;**
 - Signs the first Family Office to use the Portfolio Management System and reporting platform in Norway
 - Swedish asset management firm has selected Bricknode's cloud investment management system
 - Garantum Wealth Management AS has selected Huddlestock Investor Services (Tracs Services) for storage of financial instruments in a nominee depot
- **Continuous focus on M&A**
 - Completion of acquisition of Bricknode and share capital increase (see separate info)
- **Continuing to increase the use of internal resources while reducing external consultants**
 - The organisation continues to work closer and more efficiently
 - Established a management structure, agreed on a unified strategy with short- and medium-term goals, dynamically working together in a matrix management organizational form with modern technical tools
 - Engaging the whole organisation to be aware of the path forward and playing with the same uniform
 - With Bricknode we have been able to reduce even further the external consultants. 12 additional engineers with specific "Investment as a service" knowledge
- Capturing **synergy effects** – delivering on previously stated **targets**



Key priorities in 2023

Empowering our clients by delivering “Investment as a Service”

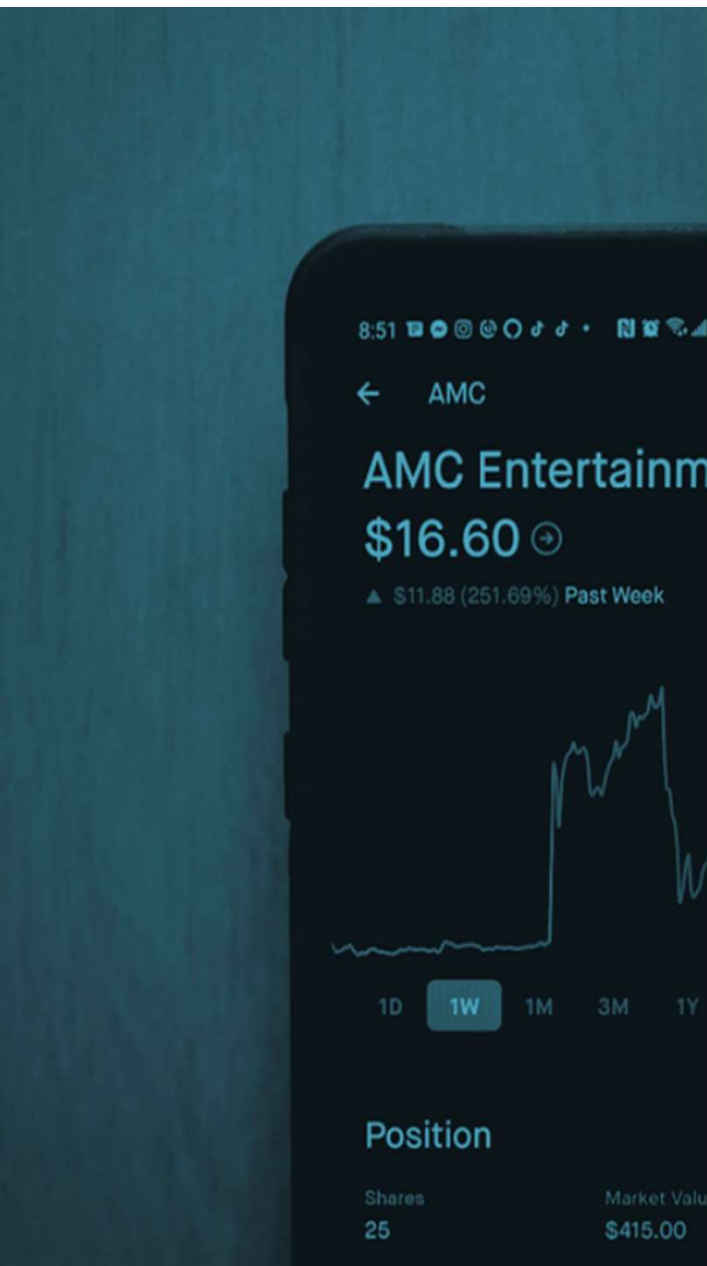
Deliver innovative technology solutions for the Trade and WealthTech industries.

Delivering shareholder value through strategic growth opportunities:

- Prioritize profitable growth and recurring revenues
- Execute and win clients with existing products available immediately
- Streamline organisation and execute on synergies
- Creation of a Nordic white label solution
- Prepare and scale German operations for growth
- Extend Norwegian and German regulatory licenses passported to all of EU
- Continued value creation through strategic technology M&A
- Expand eco-system partnerships

Grow and deliver:

- Promising leads for Huddlestock’s Trade Tech SaaS solution
- Good visibility for Visigon into 2023 despite softer macro
- Strong secular growth outlook for efficient RegTech solutions in the Wealth Management industry





Consolidated financials in 1Q 2023

Revenues

16.6m

NOK

EBITDA

-2.4m

NOK

Total Equity

111.3m

NOK

Year over year growth of 183%

Consolidated revenues and EBITDA does not include Trac Services, Trac Technology, Dtech nor Bricknode



Proforma financials in 1Q 2023

Scaling up for future growth and profitability with transformational investments.



Revenues

25.3m

NOK

EBITDA

-6.0m

NOK

Total Equity

115.2m

NOK

Year over year growth of 278%

*Proforma revenues include Trac Services, Tracs Technology, Dtech and Bricknode from 1st January 2023



Strong strategic fit between Huddlestock and Bricknode

- Bricknode's Investment Portfolio Management System (back-office) technology, professional operational services, user interface, clients, strong foot-print in Sweden and recurring revenues
- Huddlestock's trading technology, eco system partners, clients, strong continental foot-print, and full investment banking license
- Creating a Nordic leader in wealth tech solutions and investments as a service
- Combined pro forma revenue SEK 80 million in 2022
- All-shares deal giving Huddlestock shareholders 78.7%
- 1000 new shareholders coming in from Bricknode, bringing the total to 2500
- Synergies on cost and revenues



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TIME TO MARKET

Executed Synergies after M&A' s (Yearly effect)

Creating shareholder value

Cost synergies effectuated

• From two to one office in Stockholm	(Q3)	MNOK 0,9
• Termination of external development consultants	(Q3)	MNOK 4,6
• Simplified legal structure (accounting, auditing, licences, etc)	(Q4)	MNOK 1,0
• Delisting from Nasdaq with associated effects	(Q4)	MNOK 0,5
• Debt free company - interest cost saving	(Q4)	MNOK 1,8
• <u>Other (reduced # of CRM-, 365 Office-, marketing licences, etc)</u>	(Q4)	MNOK 0,5
• <u>SUM</u>		MNOK 9,3

Revenue synergies effectuated

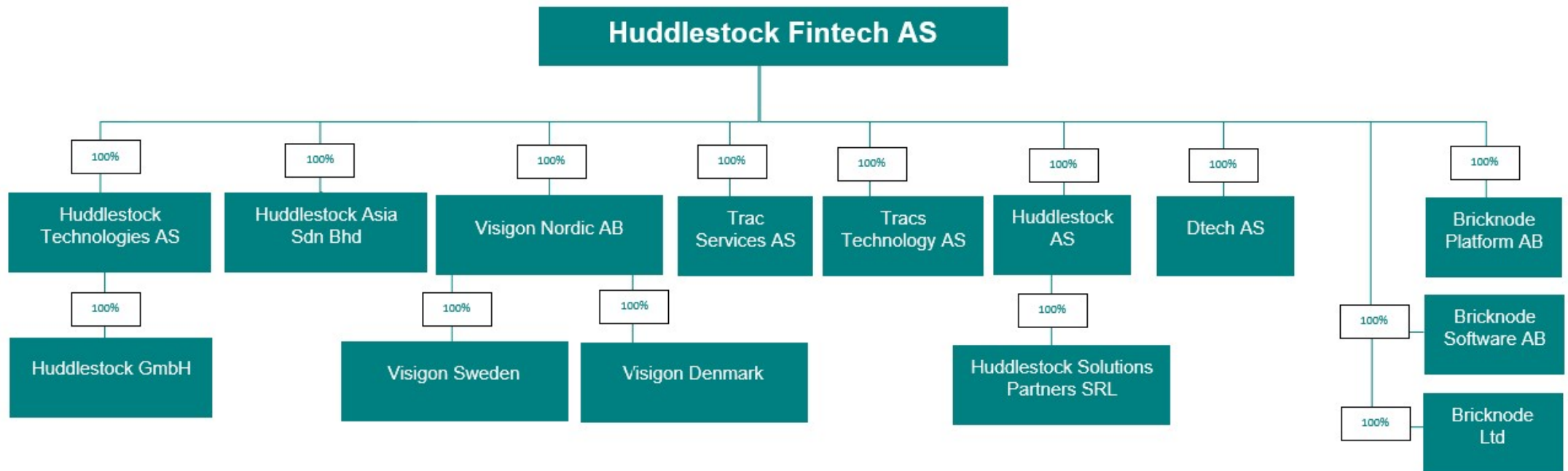
• New signed clients utilising several parts of the new company	(Q3)	MNOK 1,5
• Weighted value of new prospects	(Q4)	To be reported

What Is Cost Synergies?

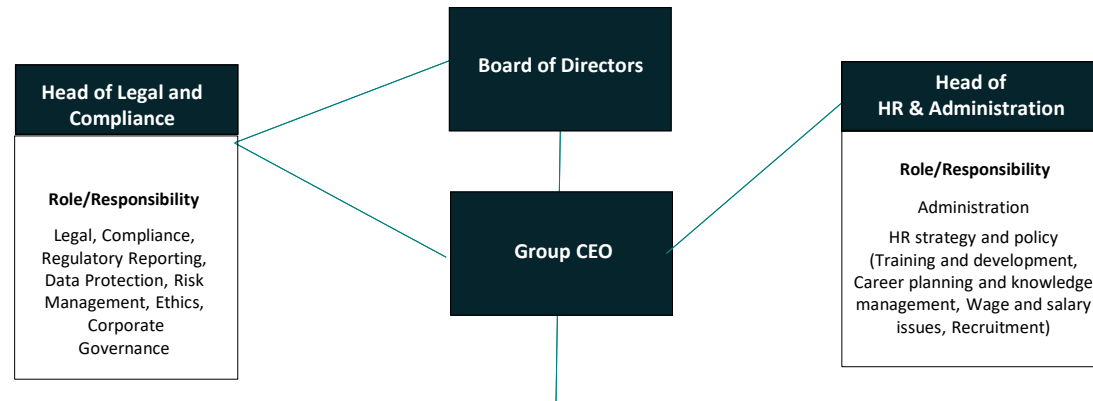
Cost synergy is the savings in operating costs expected after the merger of two companies. Cost synergies are cost reductions due to the increased efficiencies in the combined company. Cost synergy is one of three major synergy types, with the other two being revenue and financial synergies.

Legal structure

Huddlestock's Group legal structure as of June 1st, 2023



Huddlestock's Group organizational structure as of June 1st, 2023



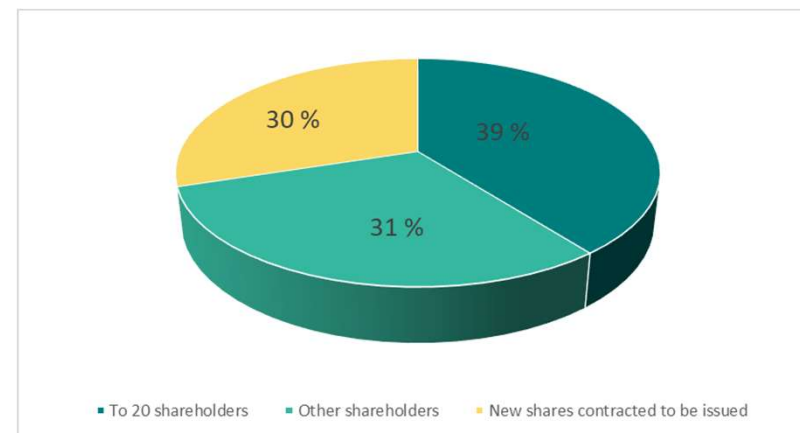
Functional decision making		Country specific decision making							
		Chief Commercial Officer	Chief Investor Services	Chief Technical Officer	Chief Financial Officer	Chief Consulting Officer	Chief Strategy Officer	Chief Product Officer	Chief Corporate Development
Head of Norway	Assures that all country-specific laws and regulations are observed.	Role/Responsibility Sales Financial Service Software	Role/Responsibility Back-Office Operations	Role/Responsibility Development, Design & Architecture of IT Platforms, Apps and IT Services	Role/Responsibility Controlling and Accounting	Role/Responsibility Consulting Product Owner	Role/Responsibility Group Strategy M&A	Role/Responsibility Owner IT Product & Services	Role/Responsibility Group alignment Synergies
		Sales Investor Services	Monitoring of the Daily Business	Ensuring scalable and reliable IT Solutions and IT Operations	Financial Risk Management	Product Management Sales	Strategic Alliances / Partnerships	Product Strategy, Product Innovation	Change Management
Head of Germany	Initiates country-specific sales and marketing activities.	Sales Software Solutions	Client Services Desk / 1 line support	End 2 End Process Optimisation	Financial Planning Budget Management	Business Development Vision & Strategy	Market monitoring and reporting	Product Management	Corporate Culture Internal Processes
		Customer Success Complaint Management	Quality Assurance	Management of IT third-party providers (cloud providers etc.)	Consulting Operations	ESG	Expansion/Growth Projects	Product Innovation	Investor Relations Internal and external communications
Head of Sweden	In addition to the actual manager, contact person for all employees in the country.	Key Account Management	Regulatory Compliance Reporting	IT Helpdesk / 2-line support	Financial Reporting		Supporting CCO in sales & sales strategy	Lead Product Committee	
		Marketing Social Media	Client Onboarding Back Office Services / 2-line support	Second Level Client Support	Point of Contact for Financial Institutions, Lenders, Auditors, Tax Advisors and Stakeholders		Supporting CEO in different projects	Technical Sale	Supporting CCO in sales & sales strategy Cross selling
Head of Denmark		Event Management	Back Office Services / 2-line support	Part of Product Committee					
		Part of Product Committee	Second Level Client Support	Part of Product Committee	Secretary to the BOD		Part of Product Committee	Management of third-party providers (custodian Banks etc.)	Part of Product Committee
Head of Romania									

Huddlestock Fintech

Shareholder register as of 26 May 2023

Rank	Investor	Holding no. of shares	Stake, %
1	Nordnet Bank AB	20,879,268	12.3%
2	NJORD GROUP AS	12,429,113	7.3%
3	VISION INVEST STAVANGER AS	8,286,715	4.9%
4	SAA INVEST AS	8,000,000	4.7%
5	Bank Julius Bär & Co. AG	7,485,000	4.4%
6	HUDDLESTOCK FINTECH AS	4,426,603	2.6%
7	GENTLE INVEST AS	4,300,000	2.5%
8	SAAMAND AS	4,126,934	2.4%
9	GRUNNFJELLET AS	3,995,000	2.4%
10	HEDEN HOLDING AS	3,487,013	2.1%
11	GJEDREM AS	3,462,618	2.0%
12	NORDNET LIVSFORSIKRING AS	3,374,913	2.0%
13	STEIN HEGRE HOLDING AS	3,300,000	1.9%
14	Myrlid AS	2,552,089	1.5%
15	BERKER GROUP AS	2,500,000	1.5%
16	HOGNAN INVEST AS	2,494,512	1.5%
17	BILL INVEST AS	2,456,847	1.4%
18	KJELL'S OCTOPUS INVEST AS	2,411,640	1.4%
19	HMK KAPITAL AS	2,319,368	1.4%
20	JR AUSTAD HOLD	2,319,368	1.4%
21	NORDSTAD	2,000,000	1.2%
22	VALINOR AS	1,563,852	0.9%
23	UBS Switzerland AG	1,540,523	0.9%
24	VEITEBERG	1,392,418	0.8%
25	Saxo Bank A/S	1,287,220	0.8%
Total Top 25		112,391,014	66%
Total		169,894,216	100%

Shareholders:
1,463





Delivering on financial inclusion

Our purpose:

Empowering our clients to deliver access to global capital markets through simple, accessible, and personalized trading and investing solutions.

Huddlestock solutions

Innovative – Modular - Collaborative

Technology first!

Our vision:

Reshaping financial markets through digital transformation and innovation.



Mission is to provide products that can be licensed to many customers globally as a SaaS model with no bespoke solutions that could hurt scalability and margins.



Mission is to deliver efficient and profitable technology projects for the industries of focus to external customers as well as internally in the Huddlestock group.



Mission is to sell professional services to financial institutions to generate cash flow and work with bespoke solutions on top of the Huddlestock products.

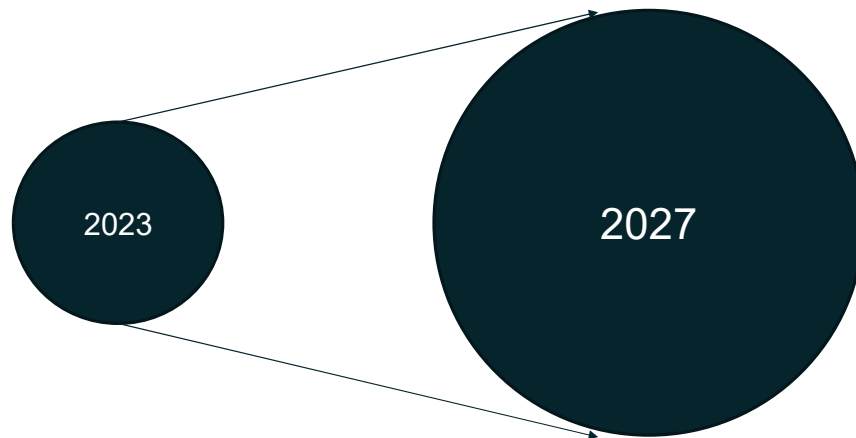


Mission is to act as regulatory umbrella and to provide back-office administration to enable the sales of B2B Brokerage services using the group products at scale.



Mission is to sell pension solutions as a service to customers by leveraging the financial systems that are available in the group to positively impact margins and growth.

Our strategic goals – where are we in 4 years from now?



Strategic goals:

In 4 years time we want to be a world class technology provider delivering innovative and sustainable technology and compliant solutions to the capital markets, treasury and wealth management industries.

- Investment products are ready to take off!
- Consulting to continue to grow capacity, clients and locations
- Technology installations to be a significant contributor to revenues
- Investor Services to triple their activities



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Bricknode



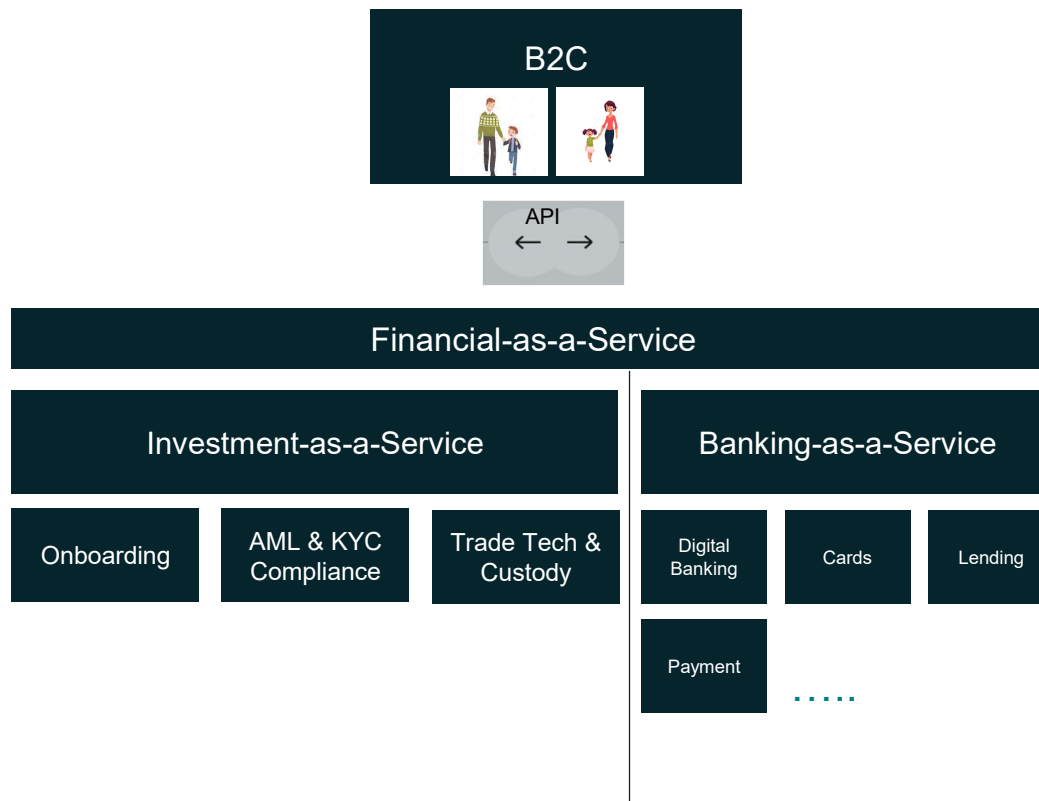
TRACS



Huddlestock Fintech is an innovative technology software provider with a leading expert professional services business

“Banking is necessary, banks are not.”

Powering financial services through Banking-as-a-Service.



Banking-as-a-Service is the seamless integration of financial services and products into other kinds of customer activities, typically on non-financial digital platforms.

- BaaS is the opportunity for banks to reach a greater number of customers at a lower cost.
- It is the opportunity to offer financial products alongside other products opening up new revenue lines at attractive margins

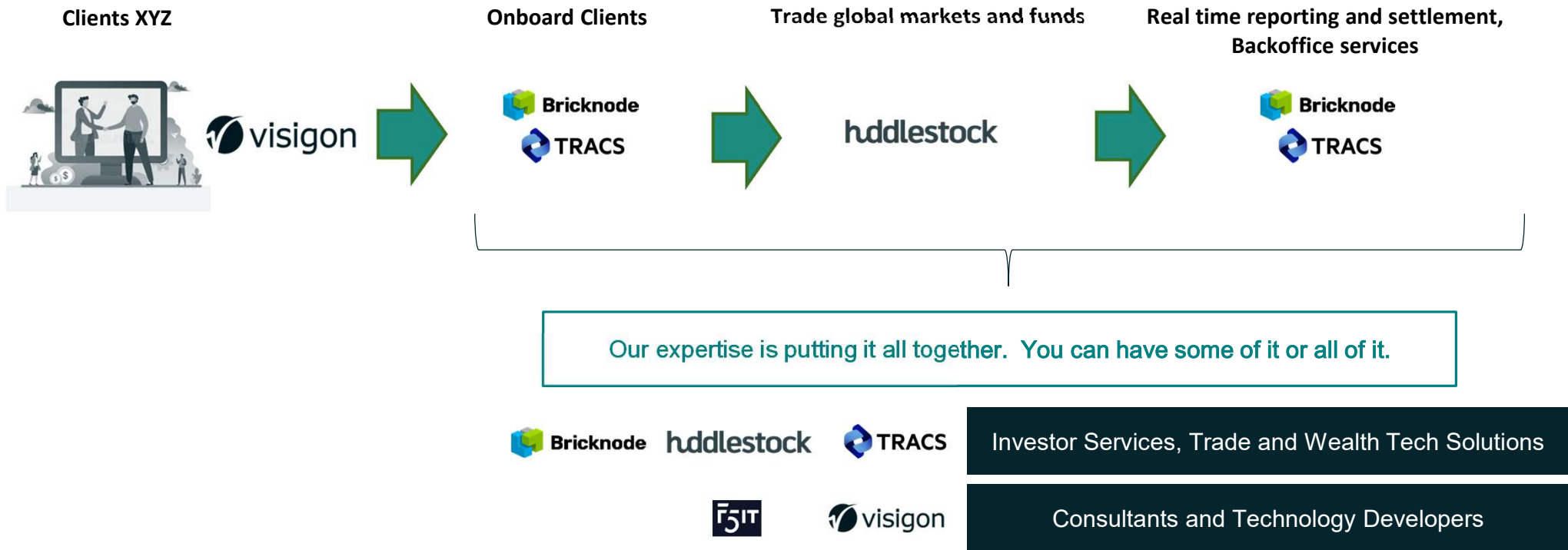
Brokerage- and Investment-as-a-Service:

Our **unique API solution connects future clients** to securities brokerage and custody services with our banking-as-a-service partners.

Source: Bill Gates, Microsoft; Financial Brand 2022

Bricknode perfectly complements the Huddlestock value chain

Improving onboarding process, reporting and back office





Simplifying our product portfolio as a part of gaining synergies

Bricknode Broker

Bricknode Broker is a complete Portfolio Management system and Back Office solution

Huddlestock Trader

Huddlestock Trader is a White Label Trading API. A flexible, modular trading solution, easily integrated alongside already-existing client services via APIs.

Huddlestock Wealth & Investment Manager

A fully integrated white label Wealth & investment Manager solution for front office, built on top of our White Label Trading API Huddlestock Core/Broker/Trader.

Huddlestock Investor Services

Outsourced back office, Compliance, KYC, Custody

Huddlestock Technologies

Outsourced technology solutions

Professional Services

Expert financial consultancy for strategic technology planning, pre- and post-implementation support services.

Huddlestock is expanding the Eco Partners

Custodians and brokers



Price feed and reference data



Front ends



Insurance, Pension & tax wrappers



CRM & Productivity



Cloud providers



AML, KYC, Credit



API Aggregators





1Q 2023 Results



Growing client revenues in 1Q – Reported consolidated results

Delivering in Consulting. Investing in client deliveries and recurring revenue streams in Technology.

Reported Revenues

16.6m

NOK

Reported EBITDA

-2.4m

NOK

Total Equity

111.3m

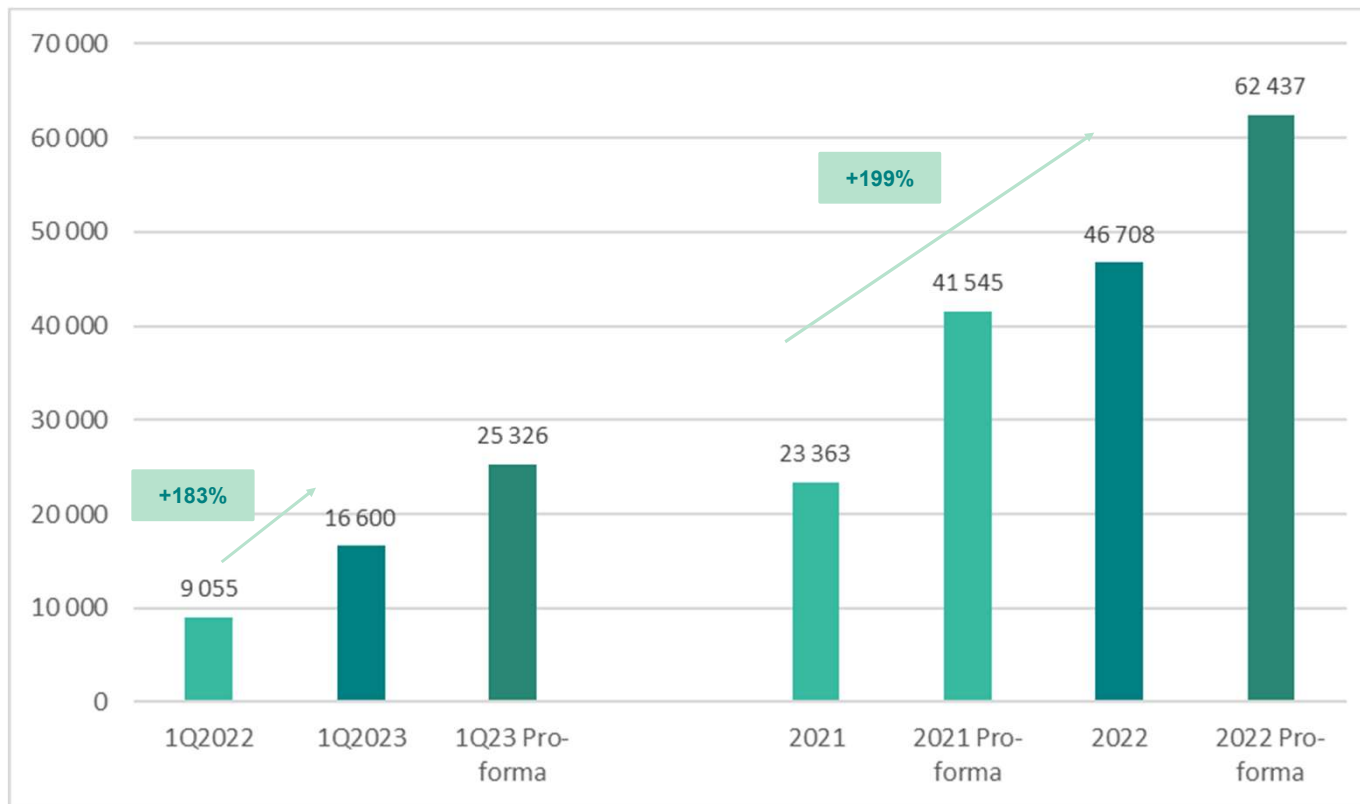
NOK

Year over year growth of 183%

Group operating revenues

Delivering and investing in strategic technology solutions

Group operating revenues (NOK 1000)



Solid revenues growth

- Revenues were NOK 16.6m for 1Q vs NOK 9.1m in 1Q22
- Pro-forma* revenues amounted to NOK 25.3m in 1Q23
- Attracting new products and new clients support revenue outlook
- Promising leads for Huddlestock's Trade Tech SaaS solution
- Good visibility for Visigon into 2023 despite softer macro
- Revenue synergies from completed M&A

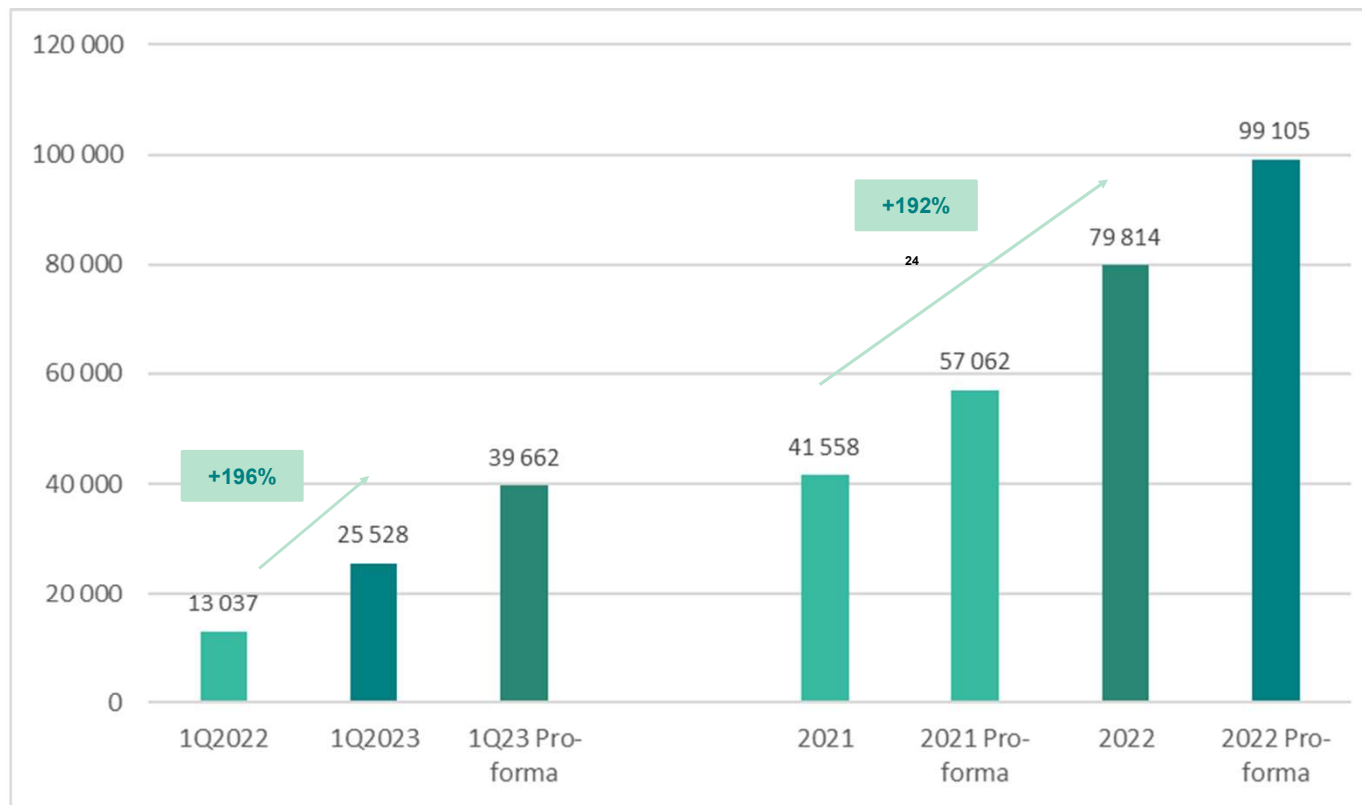
*Proforma numbers includes Tracs, Dtech, Bricknode from January 2023. Reported numbers consolidates F5 IT from May 2022.



Group operating costs

Tighter labour markets, inflation and investing in technology.

Group operating costs (NOK 1000)



Set for good cost control and synergies

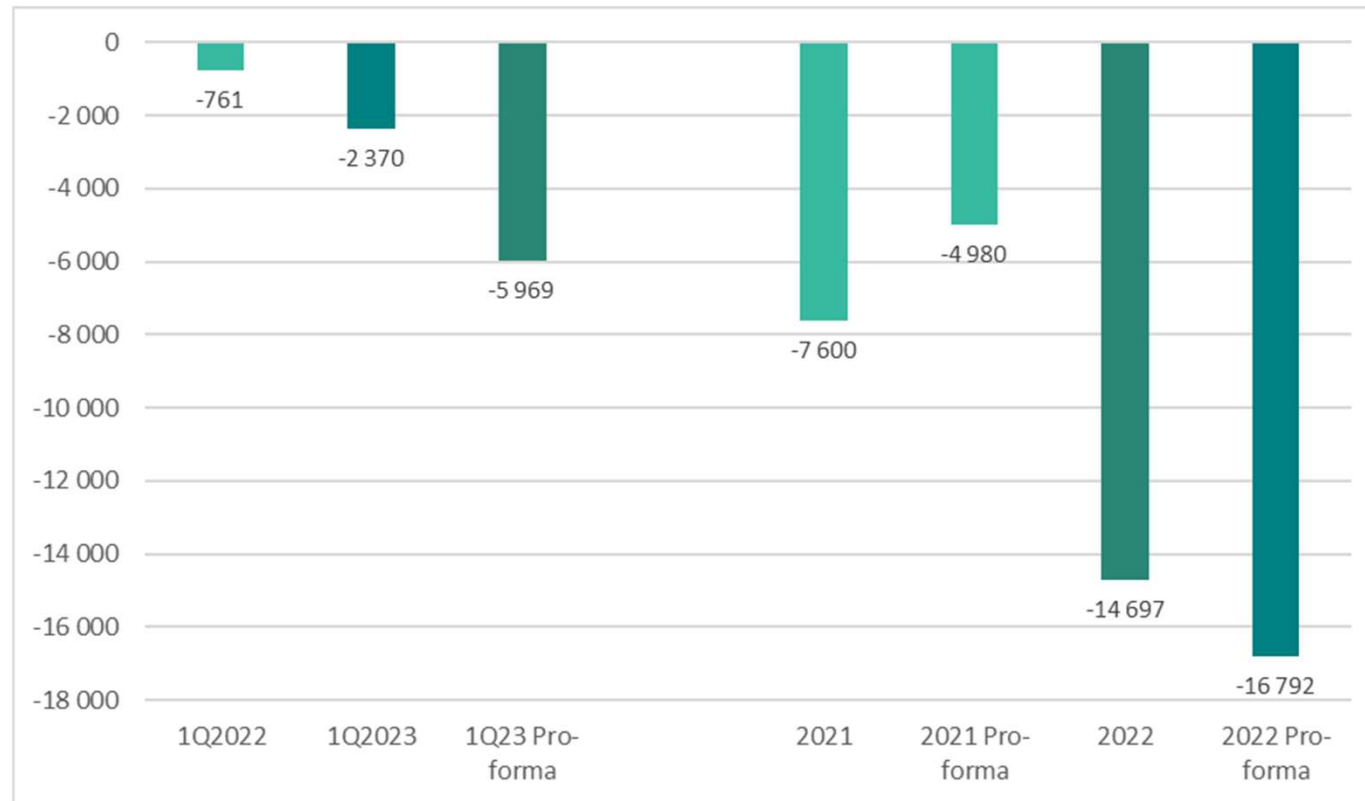
- Group costs were NOK 25.5m for 1Q vs NOK 13.3m in 1Q22
- Pro-forma* costs amounted to NOK 39.6m in 1Q23
- The organisation continues to work closer and more efficiently
- Continue to shift to internal resources
- With Bricknode we have been able to reduce even further the external consultants
- Cost synergies, but will take time to fully materialise

*Proforma numbers includes Tracs, Dtech, Bricknode from January 2023. Reported numbers consolidates F5 IT from May 2022.

Group EBITDA

Optimizing internal resources. Containing costs while growing revenues.

Group EBITDA (NOK 1000)



Set for good cost control and synergies

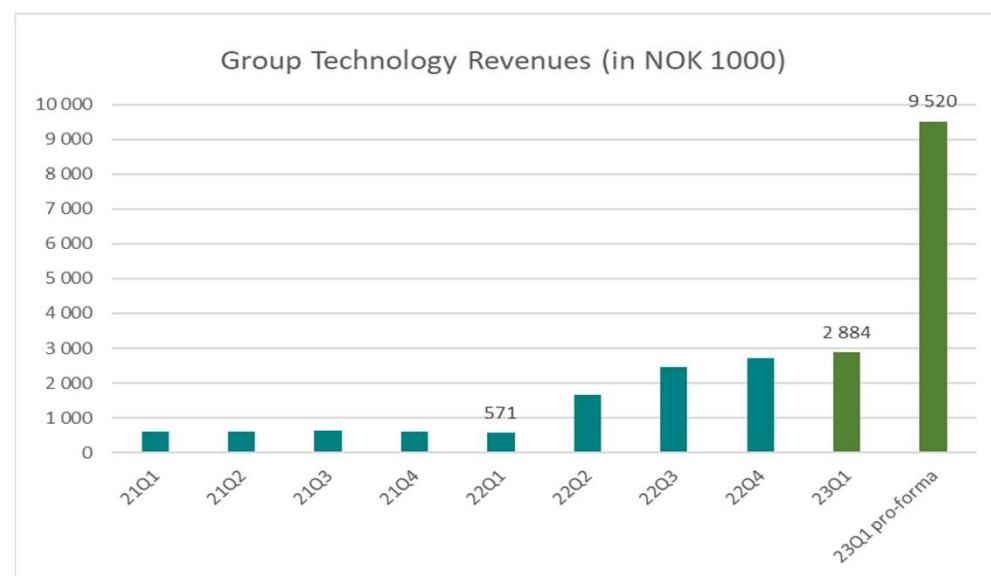
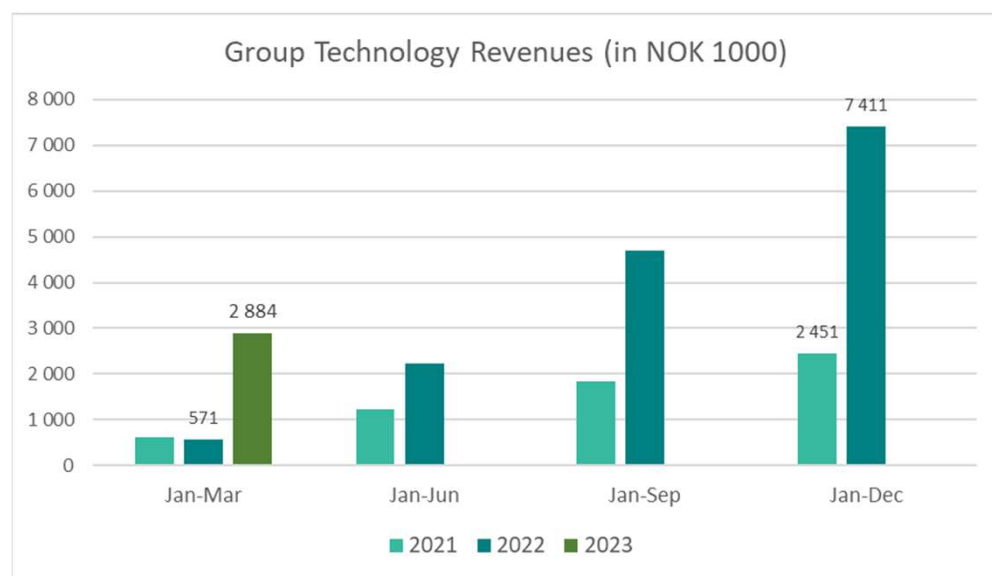
- EBITDA was at NOK -2.4m for 1Q vs NOK -0.8m in 1Q22
- Pro-forma* EBITDA amounted to NOK -6.0m in 1Q23

**Proforma numbers includes Tracs, Dtech, Bricknode from January 2023. Reported numbers consolidates F5 IT from May 2022.*

Technology

A story of two halves. Continued focus on client deliveries and growing recurring revenue streams.

Technology revenues (NOK '000)

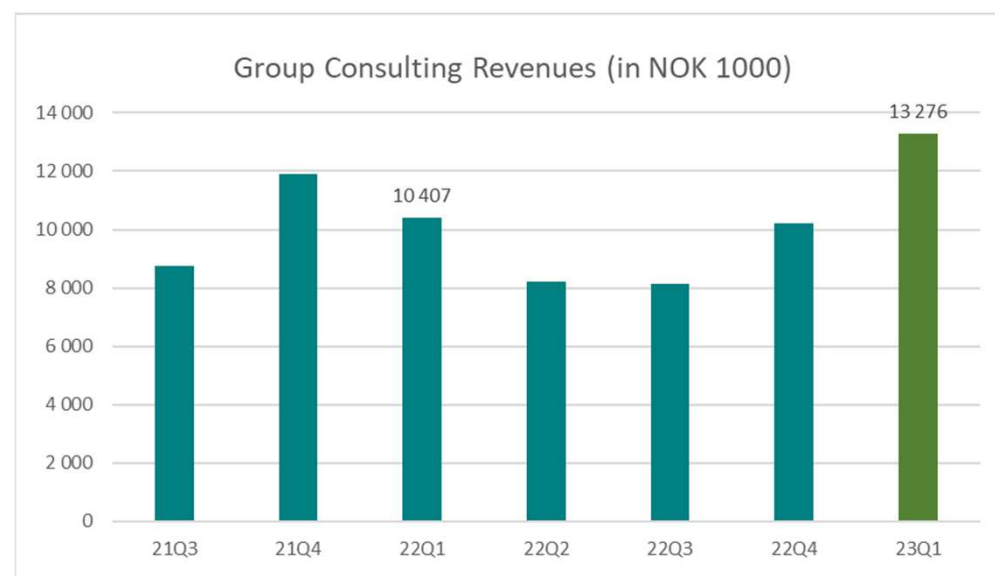
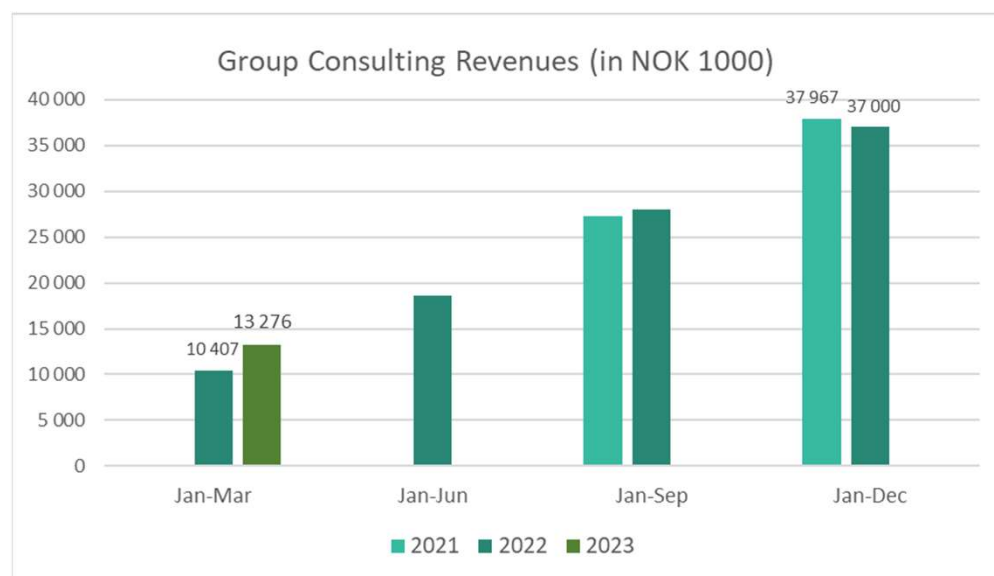


*Proforma numbers includes Tracs, Dtech, Bricknode from January 2023. Reported numbers consolidates F5 IT from May 2022.

Visigon Consultants

Strong delivery from expert advisors in Sweden and Denmark despite tight labour markets.

Consulting revenues (NOK '000)



Annexes



Consolidated Income Statement

Consolidated Income Statement (in NOK)	1Q2023	1Q23 Pro-forma	1Q2022	2022	2022 Pro-forma	2021
Operating income						
Other operating income	16 600 346	25 326 276	9 054 914	46 708 344	62 437 172	23 363 188
Total operating income	16 600 346	25 326 276	9 054 914	46 708 344	62 437 172	23 363 188
Operating expenses						
Cost of materials/subcontractors	5 209 862		1 133 077	12 817 116		2 931 122
Personnel costs	14 360 800		6 104 550	43 555 250		17 406 300
Depreciation and amortisation	6 558 546	8 366 624	3 221 364	18 408 001	19 875 932	10 594 597
Other operating expenses	-600 765		2 578 169	5 033 377		10 626 087
Total operating expenses	25 528 443	39 661 524	13 037 160	79 813 744	99 105 029	41 558 106
EBITDA	-2 369 551	-5 968 623	-760 882	-14 697 399	-16 791 925	-7 600 321
EBIT	-8 928 097	-14 335 248	-3 982 246	-33 105 400	-36 667 857	-18 194 918
Financial income						
Interest income	0		0	428 807		0
Other financial income	36 214		85 709	237 890		221 357
Total financial income	36 214		85 709	666 697		221 357
Financial expenses						
Interest expenses	231 950		180 505	847 197		2 022 537
Other financial expenses	182 064		92 979	268 275		201 370
Total financial expenses	414 014		273 484	1 115 472		2 223 907
Net financial items	-377 799		-187 775	-448 775		-2 002 550
Net profit (loss) from discontinued operations	0		0	0		-84 778
Profit (loss) before tax	-9 305 897		-4 170 021	-33 554 175		-20 282 246
Income tax	284 312		54 200	1 816 780		656 653
Net profit (loss)	-9 021 584		-4 115 821	-31 737 395		-19 625 593

*Proforma numbers includes F5 IT and Tracs from January 2022. Reported numbers consolidates F5 IT from May 2022.

Consolidated Balance Sheet

Consolidated Financial Position (in NOK)	31.03.2023	31.12.2022
ASSETS		
Intangible assets		
Research and development	40 389 755	35 770 453
Goodwill	51 428 422	52 957 680
Technology	5 983 333	6 383 333
Customer contracts and relationships	16 322 325	17 214 654
Licenses	28 963 984	30 573 094
Total intangible assets	143 087 819	142 899 214
Fixed assets		
Investment in equities	199 980	199 980
Property, plant & equipment	276 136	285 599
Total fixed assets	476 116	485 579
Total non-current assets	143 563 934	143 384 794
Receivables		
Trade receivables	14 521 537	10 819 805
Other short-term receivables	6 176 182	11 077 250
Total receivables	20 697 719	21 897 055
Bank deposits, cash and cash equivalents	1 700 637	2 903 838
Total current assets	22 398 356	24 800 892
Total assets	165 962 291	168 185 686

Consolidated Financial Position (in NOK)	31.03.2023	31.12.2022
EQUITY		
Paid-in capital		
Share capital	257 278	257 278
Share capital - not registered	5 000 000	0
Own shares	-9 695	-9 811
Share premium	106 056 431	115 150 424
Total paid-in capital	111 304 015	115 397 892
Total equity	111 304 015	115 398 092
LIABILITIES		
Long-term liabilities		
Other long-term liabilities	5 768 013	7 245 904
Deferred tax	6 307 861	5 191 557
Total long-term liabilities	12 075 873	12 437 461
Short-term liabilities		
Accounts payable	8 541 575	9 531 322
Payroll taxes, VAT etc.	9 200 089	4 275 717
Loans and borrowings	5 750 675	6 346 864
Other short-term liabilities	19 090 063	20 196 229
Total short-term liabilities	42 582 402	40 350 132
Total liabilities	54 658 275	52 787 594
Total equity and liabilities	165 962 290	168 185 685

Investor relations contacts:

John E. Skajem
Chief Executive Officer
John.skajem@huddlestock.com
+47 418 87 412

Leif Arnold Thomas
Chief Corporate Development & IR
Leif.thomas@huddlestock.com
+47 982 15 520

Award-winning platform

huddlestock



WINNER
Best Fintech Startup
NORDIC STARTUP AWARDS
2019



FINALIST
2019
Global
Startup
Awards



Listed on



EURONEXT

Full disclaimer

Full disclaimer

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Customer success enabled by great Product & Services

Reshaping financial markets through
digital transformation and innovation

Daniel Risberg
CPO





Simplifying our product portfolio as a part of gaining synergies

Bricknode Broker

Bricknode Broker is a complete Portfolio Management system and Back Office solution

Huddlestock Trader

Huddlestock Trader is a White Label Trading API. A flexible, modular trading solution, easily integrated alongside already-existing client services via APIs.

Huddlestock Wealth & Investment Manager

A fully integrated white label Wealth & investment Manager solution for front office, built on top of our White Label Trading API Huddlestock Core/Broker/Trader.

Huddlestock Investor Services

Outsourced back office, Compliance, KYC, Custody

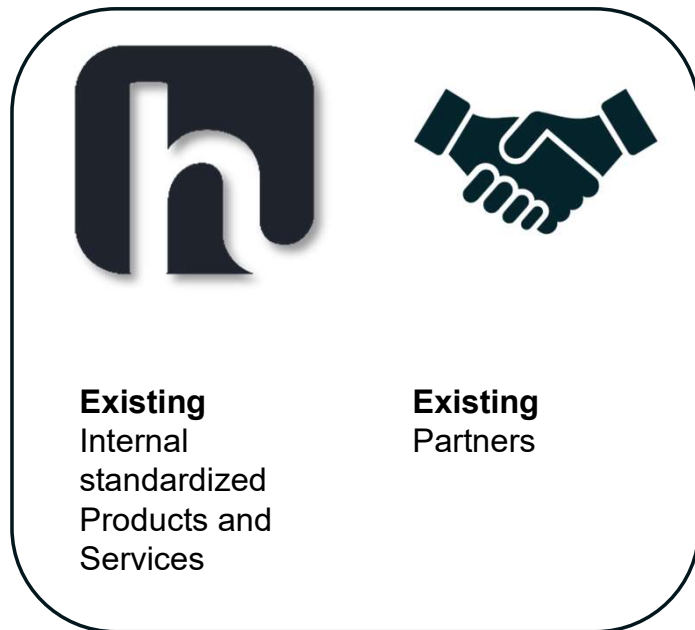
Huddlestock Technologies

Outsourced technology solutions

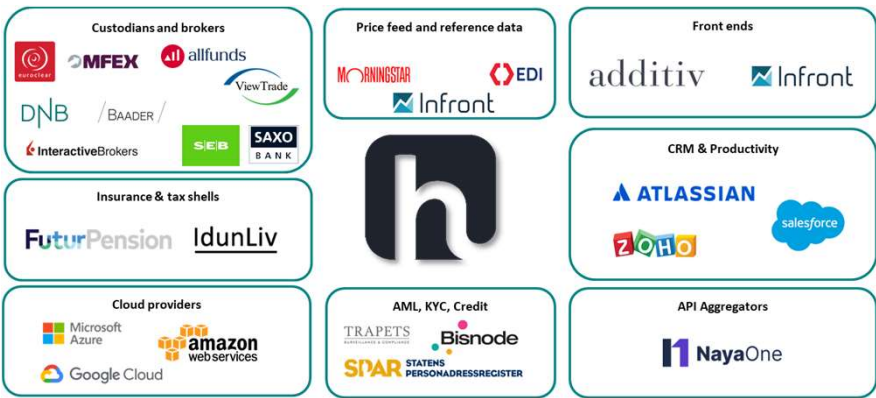
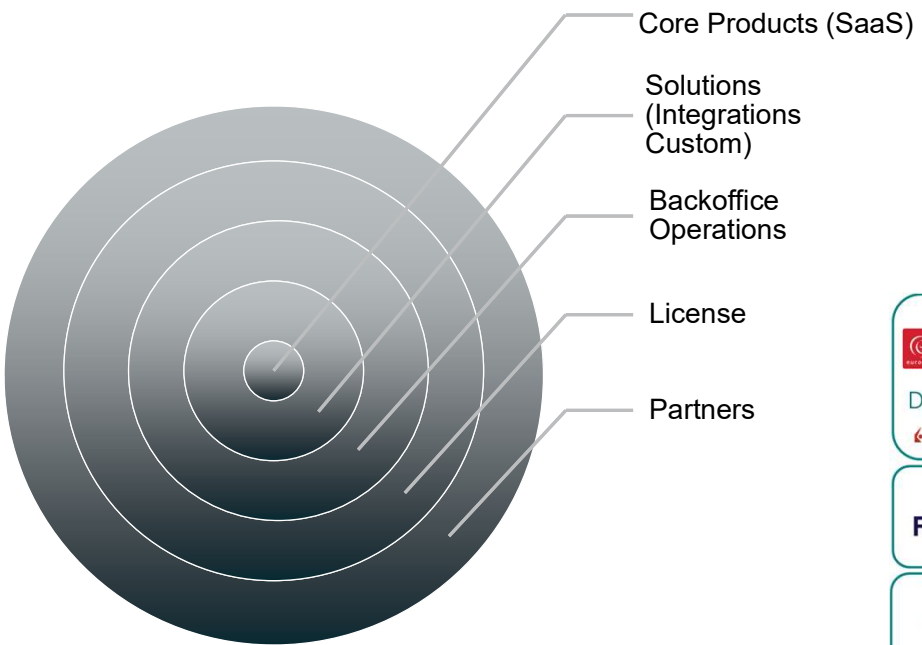
Professional Services

Expert financial consultancy for strategic technology planning, pre- and post-implementation support services.

Product Roadmap



Huddlestock value proposition



Examples of Client types

Investor Services

Clients can focus on their Core business, and we can focus on our core business!

- Quality Investor Services
- Backoffice for hire
- Licenses
- Compliance
- Scalability
- Time to market

Fund Managers

Private banking

Family Offices

Wealth Managers

Examples of Client types

Effect of acquisitions, combining Investor Services with Core products

Benefits for Investor Services

- Scalable processes
- Reduce Operative Risk
- Reduce Bottlenecks
 - Automatization

Benefits for Core Products

- Opening new market segments
- Stickiness
- Domain knowledge
 - QA

Investment as a Service

Strategy



- Increase market shares with existing services in current markets.



- Attractive Bundle, Software as a Service + Licensed Services.



- Adapt our services to new regions.



- Expand the Service offering, new markets and client segments.





Grow your customers' wealth

Reshaping financial markets through
digital transformation and innovation

Robert Fuchgruber
CCO

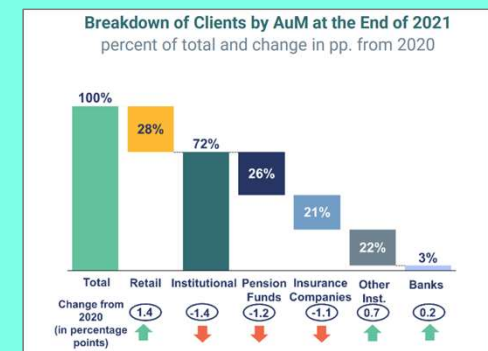
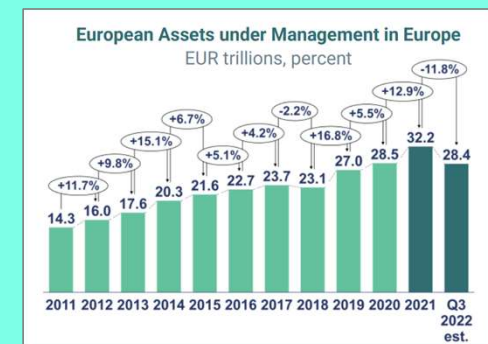
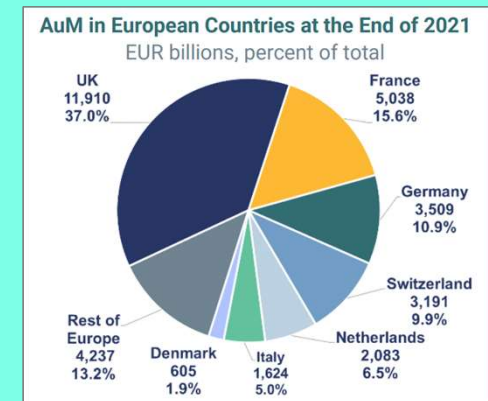


The asset management industry in Europe is growing - and so is the proportion of retail customers who are invested.

The distribution of AuM in Europe, shows that UK, France and Germany occupy the first three places.

AuM is growing steadily - even if events such as the war in Ukraine are slowing this growth somewhat.

The proportion of retail customers who are invested continues to increase.



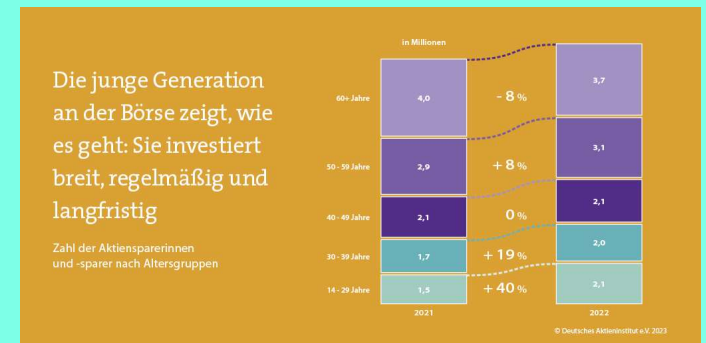
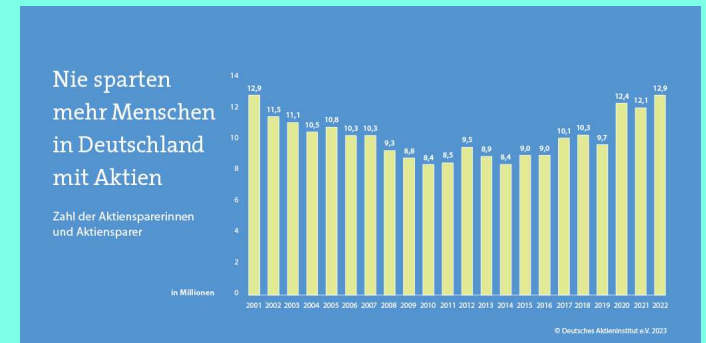
The example of Germany shows trends that apply to all of Europe.

Never before have more people saved in stocks. The younger generation invests broadly, regularly and for the long term. Funds and ETFs are the most popular forms of investment.

A total of 12.9 million people were invested in shares, equity funds or ETFs last year. This surpasses the previous high of 2001.

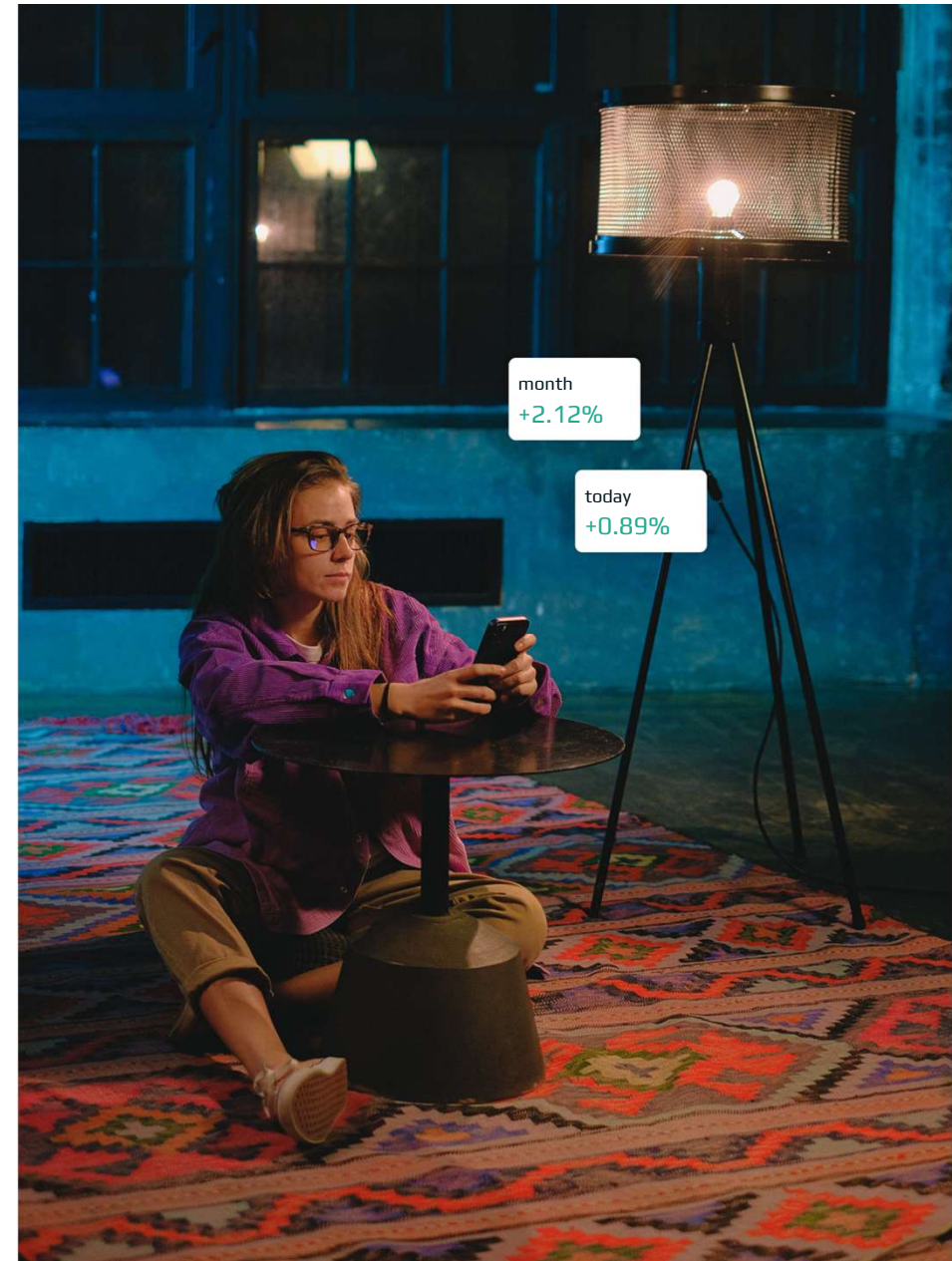
Around 600,000 young adults under 30 entered the stock exchange floor for the first time - an increase of 40 percent compared to the previous year.

Investment funds and ETFs are the Germans' most popular investment instruments.



Several factors have contributed to the increased interest in the capital markets and the growing number of people investing in stocks, funds and ETFs.

- Access to Information
- Democratization of Investing
- Low Interest Rates
- Long-Term Wealth Creation
- Retirement Planning
- Financial Education
- Social Influence



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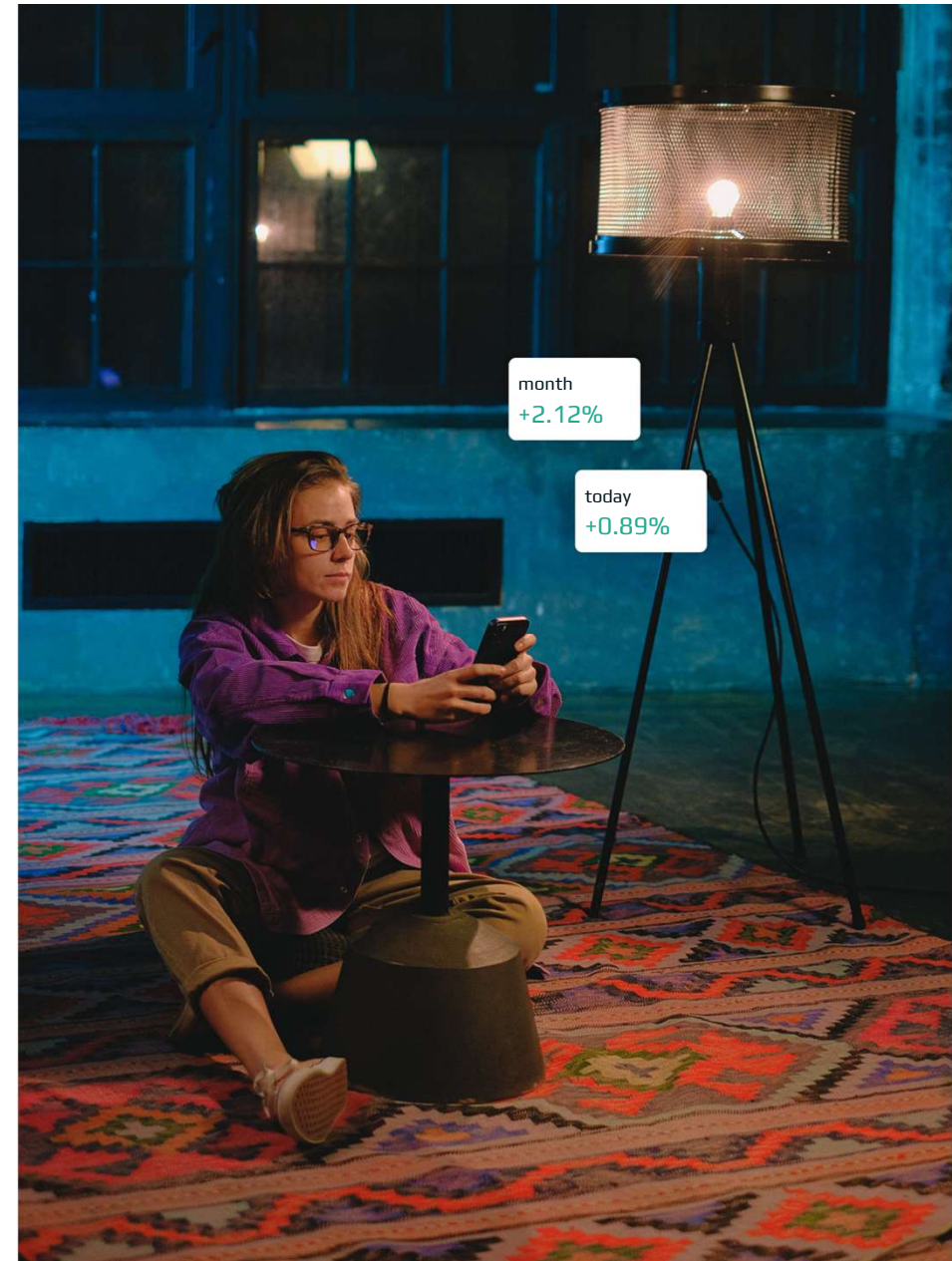
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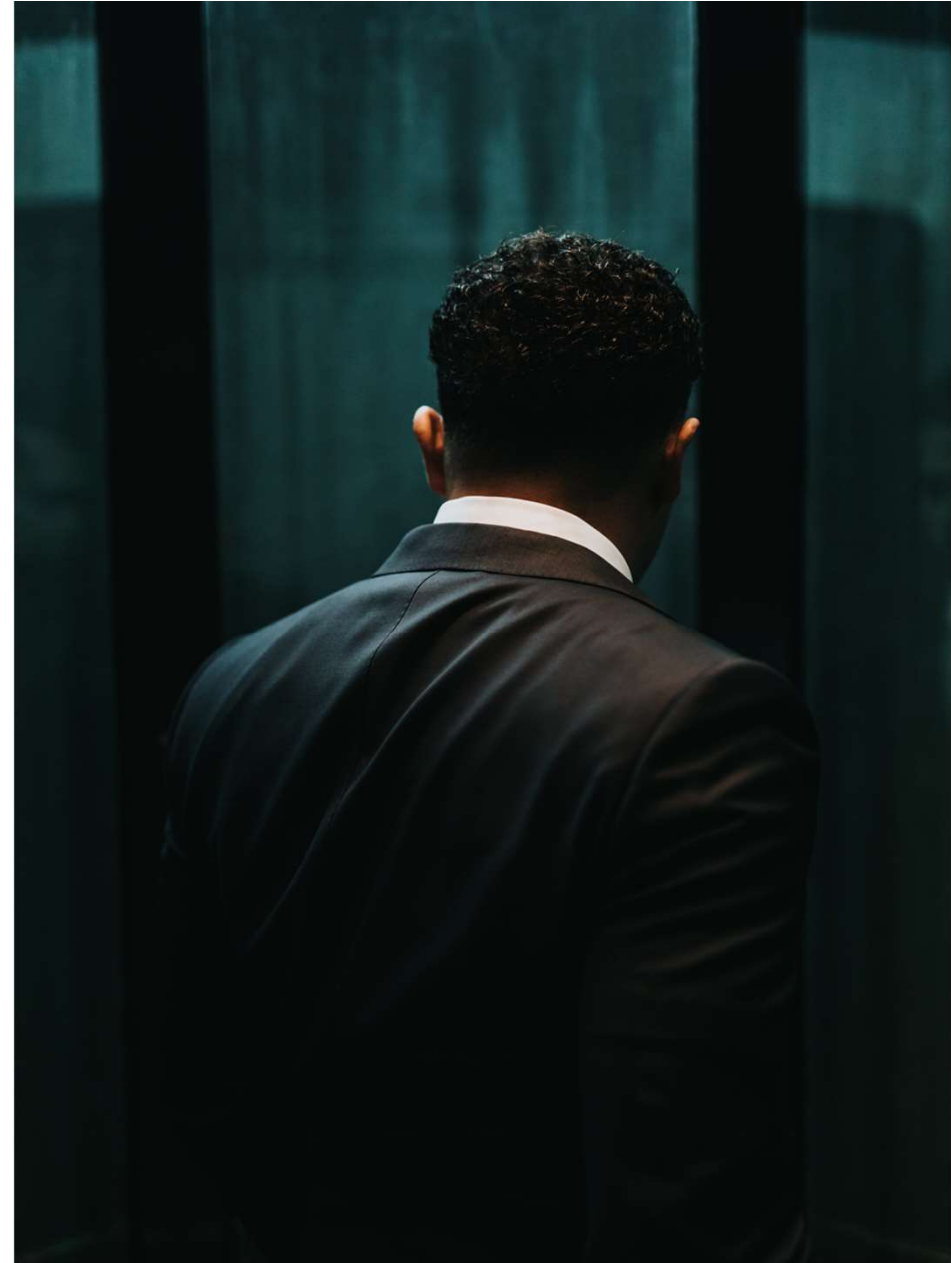
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Adaptation and innovation are crucial for banks and investment providers to thrive in an increasingly customer-centric and technology-driven investment landscape.

To stay competitive in this changing landscape, banks and investment providers need to embrace technology, enhance customer experiences, offer personalized services, provide comprehensive educational resources, and navigate regulatory requirements effectively.









While many banks and investment providers have taken steps to adapt to the changing landscape, several factors may hinder their ability to meet market demands.

- Legacy Systems. 
- Regulatory Constraints. 
- Risk Aversion. 
- Organizational Structure and Culture.
- Customer Expectations. 
- Competitive Landscape. 
- Cost Considerations. 









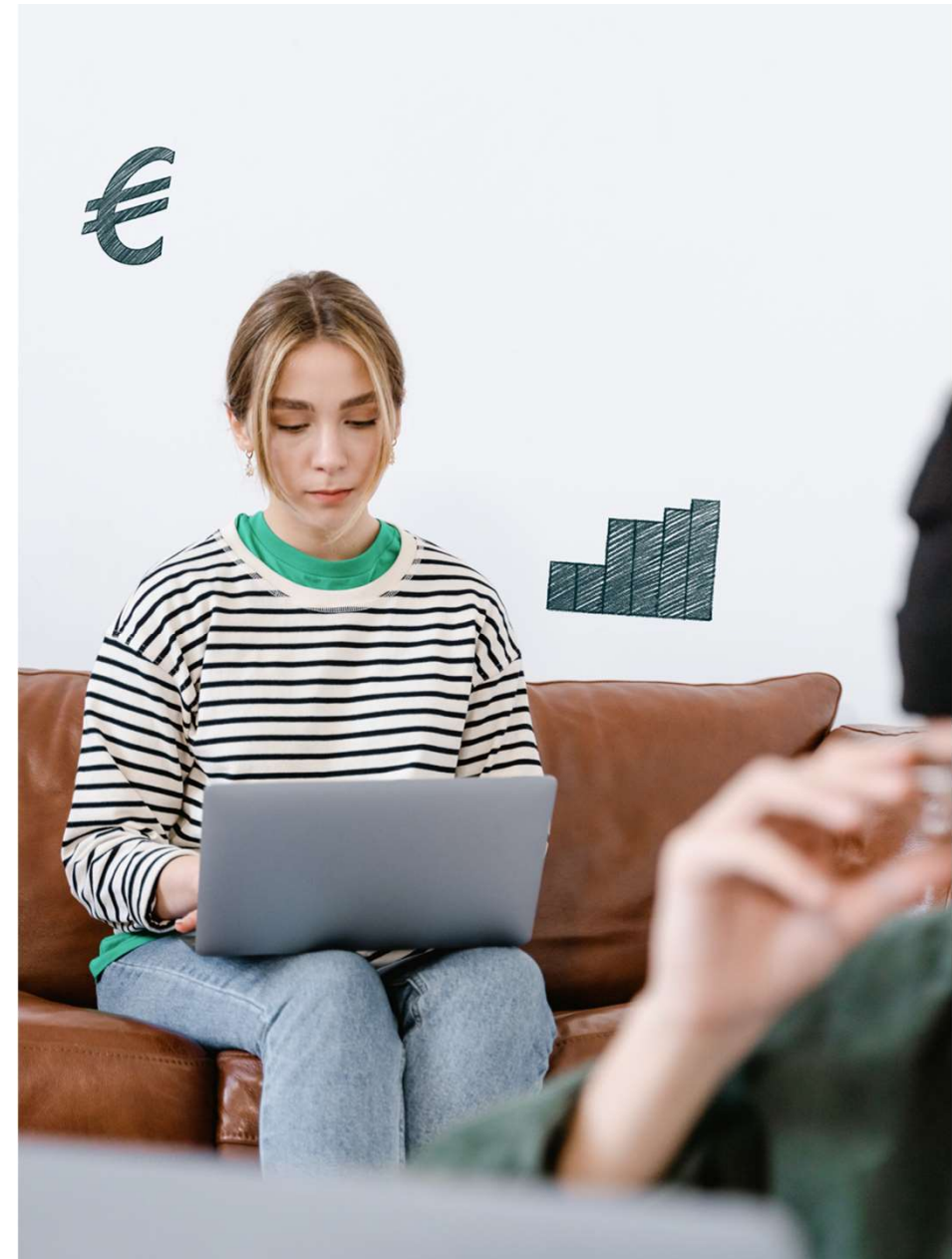
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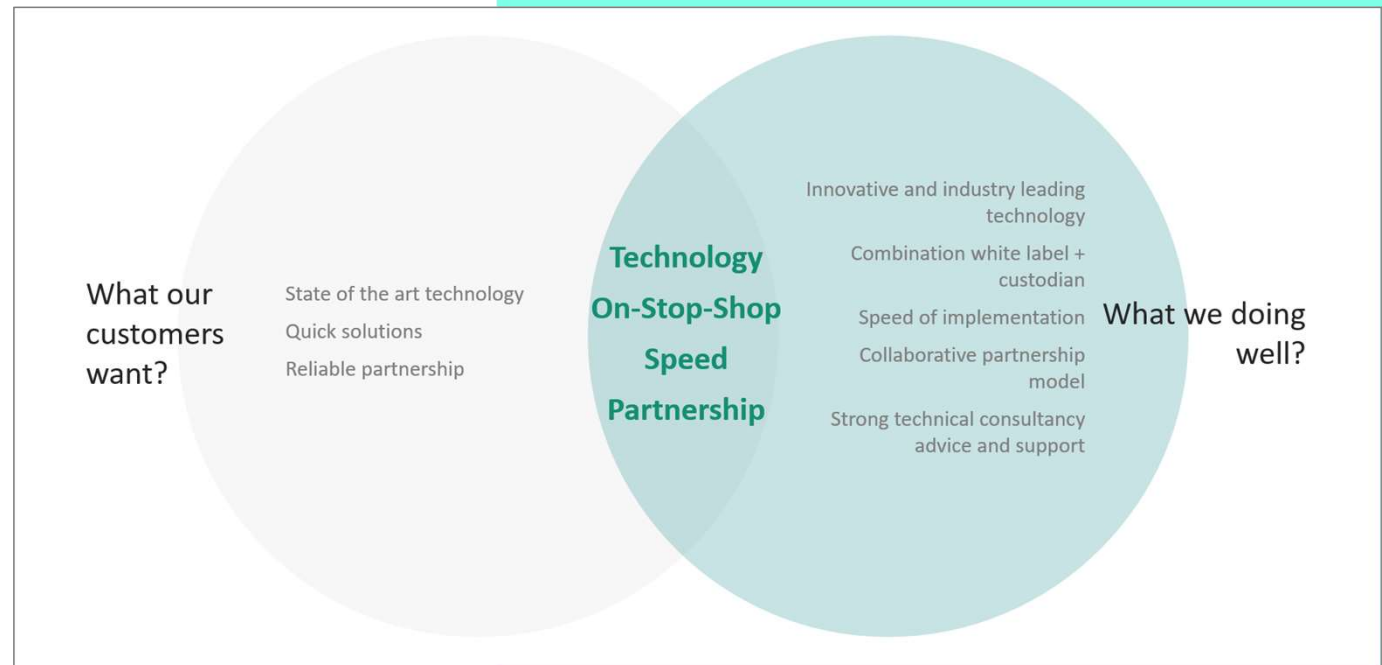


We now increase our speed, due to a larger team, more products and excellent networks. We have the technology, cover the value chain, can be fast and act in partnership. This is a unique offering on the market.

Huddlestock's solutions are both **technologically and functionally excellent**, as evidenced by numerous awards and nominations.

By combining front-end, trading engine, back-end solutions, custodian services and liability umbrella, we will be able to offer a **modular service** that can satisfy many customers.

We can and will now **make more of everything**: outbound sales activities, marketing activities to build the brand and increase inbound leads..



We are initially focusing on the achievable goals, knowing that we will gradually be able to attack the entire market.

Companies doing share issues

Corporate finance firms, companies issuing preference shares

Target region(s): Global

Provide ready-to-launch software platform that enables firms to streamline and automate manual processes or replace non-functional legacy systems.

Small and medium-sized licensed brokers

Brokerage firms, Investment Banks, Wealth Management companies, Asset Management companies

Target region(s): EU to leverage MiFid2 and TRS functionality

Provide ready-to-launch software platform that enables firms to deploy new investment products e.g. ETF's, equities, mutual funds or help digitalize legacy investment products/systems.

Wealth managers without safekeeping

Advisor networks, multi family-offices,

Target region(s): Global

Provide ready-to-launch software platform that enables financial advisors and their end-clients to get an aggregated overview of their investments including investment accounts, real-estate, art and other instrument types.



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Fund Companies

Target region(s): EU with a focus on Sweden

Historically there has only been one option in the market. There is a demand in the market for more options. Provide ready-to-launch software platform with a modern and great end-client experience so that the fund companies can really expand their direct distribution strategy.

Solution: Bricknode Customer Portal (incl onboarding) + Bricknode Broker + Huddlestock License.

Fintechs and Tier 2-4 banks without current investment offerings

Neo-banks, P2P platforms, Personal Finance Management apps

Target region(s): Sweden

The infrastructure enables our B2B customers to launch digital investment products within weeks instead of months. They focus on their core business and we take care of everything under the hood. A plug-and-play solution to launch an investment offering.

Solution: Their own customer portal connecting to Bricknode Broker via API + Huddlestock License.



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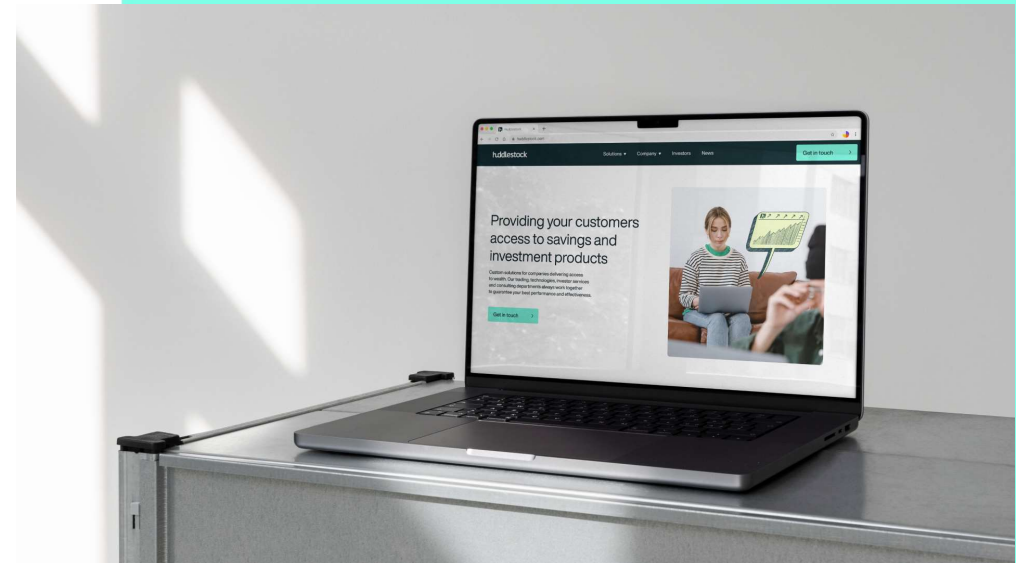
Our websites and our social media channels are important tools for achieving our goals.

Relaunch of Bricknode website in April.

Relaunch of Huddlestock website planned for June.

Ongoing posts and activities across social media channels.

Concept for future branding in progress.





Harmonization, streamlining and organizing for scalability

Reshaping financial markets through
digital transformation and innovation

Stefan Willebrand
CTO



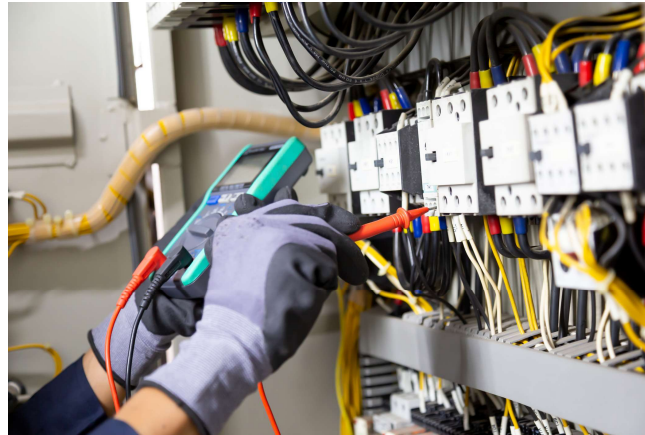
The three technology legs of Huddlestock

Products & Services



- SaaS
- B2B Brokerage

Solutions



- Custom applications
- Product development for customers

Consultancy



- Providing competence to customers

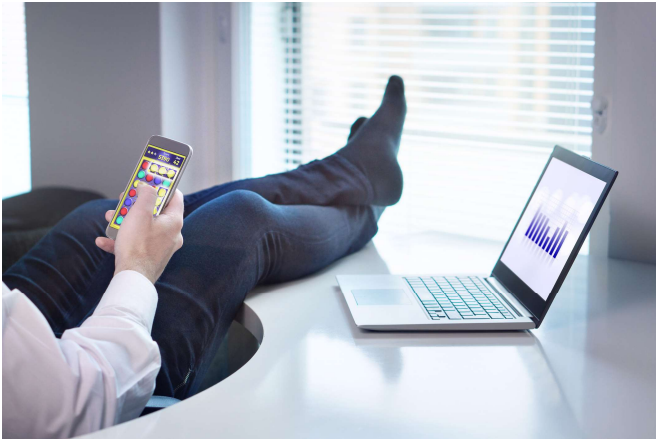
Combining tech skills with domain knowledge, our main value!

**This is how inventions like our dimension
based transactional layers came to be**

```
1 private SuperTransaction CreateSuperTransaction(GetAccountResponseRow account, decimal amount,  
2 GetCashResponseRow selectedCashAsset, DateTime tradeDate, DateTime settleDate)  
3 {  
4     return new SuperTransaction  
5     {  
6         Batch = Guid.NewGuid(),  
7         BusinessEventId = Guid.NewGuid(),  
8         BusinessTransactions = new[]  
9         {  
10             new BusinessTransaction  
11             {  
12                 Account = account.BrickId,  
13                 AmountAsset1 = amount,  
14                 Asset1 = selectedCashAsset.BrickId,  
15                 BusinessTransactionType = "Default_Transfer_Trade_Cash",  
16                 TradeDate = tradeDate  
17             },  
18             new BusinessTransaction  
19             {  
20                 Account = account.BrickId,  
21                 AmountAsset1 = amount,  
22                 Asset1 = selectedCashAsset.BrickId,  
23                 BusinessTransactionType = "Default_Transfer_Settle_Cash",  
24                 SettlementDate = settleDate,  
25                 ValueDate = settleDate  
26             }  
27         }  
28     };  
29 }
```

Our mission is to get three user types to love what we build

Admin worker



- Wants automation and no software!

Wealth manager / Active investor



- Wants great tools and a lot of software!

Passive investor



- Just wants the end result...profits!
- And some reports that shows it

What have we done since Bricknode joined Huddlestock in April?

Internal systems



- Harmonization, streamlining and organizing for scalability
- We have to feel good internally before we can perform externally

Alignment around roadmap



Continue to ship!



- Multiple releases and deliveries
- Business as usual!

We build our teams around our products and domains...not functions



Broker team



Platform team



Lending team



Investment manager team



Solutions team

As CTO my main responsibilities are...



Team development and happiness!



Scalability and continuity



Competitiveness



**Optimize allocation of
resources**



Well researched design

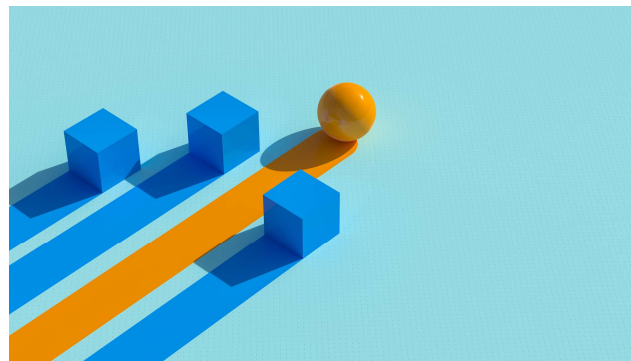
Buzzwords come and go, we focus on **Real Intelligence!**



Prioritization is key



We are still small and up against giants



To win we have to be great at something, not ok on many things



Organize and prioritize

hddlestock

Questions?

Reshaping financial markets through
digital transformation and innovation

